



# GBS-FOCUS

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## Director's Desk

It gives me immense joy in presenting our own institute in-house newsletter "GBS FOCUS". A lot of efforts have gone in the making of this issue which serves the purpose of showcasing various important activities happening in GBS campus. I am very confident that GBS Focus carries the innate potential to create deep impact in the minds of all readers, through increased awareness, and improved interaction, leading to larger visibility and impact for GBS.

GBS Focus has been designed with a broader objective of informing, inspiring and engaging diverse group of readers that include our esteemed alumni, industry partners, faculty, staff, students, parents and other well wishers of GBS. By maintaining the faith and interest of its readers, GBS Focus truly aspires to inform the happenings at the institute and strengthen its commitment to various stake holders. The newsletter covers various important activities at the institute viz. Market Touch Point Series (MTP), Mastermind Series, Cultural programmes and a host of other allied activities that have left a mark at the institute in the stated month. I sincerely hope you enjoy reading this issue as much as we have enjoyed making it !!! Any suggestions towards betterment of the newsletter is most welcome.

Happy Reading !

Dr.Prashant Yatgiri  
Director

## Inside the issue

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# REPUBLIC DAY CELEBRATIONS

Republic Day honors the date on which the Constitution of India came into effect on 26 January 1950 replacing the Government of India Act (1935) as the governing document of India. The Constitution was adopted by the Indian Constituent Assembly on 26 November 1949, and came into effect on 26 January 1950 with a democratic government system, completing the country's transition towards becoming an independent republic. 26 January was chosen as the Republic day because it was on this day in 1929 when Declaration of Indian Independence (Purna Swaraj) was proclaimed by the Indian National Congress as opposed to the Dominion status offered by British Regime. Cultural Committee of Global Business School organised '70th Republic Day' on 26th January 2019 in order to remember the Golden heritage of our country and feel proud to be a part of India. Freedom In The Mind, Strength In The Words, Purenness In Our Blood, Pride In Our Souls, Zeal In Our Hearts, to Salute Our Great India On Republic Day, Cultural committee of GBS had arranged for a Parade to the students of GBS. There were different Themes and Dress code assigned to the students, and they were are as follows.

- Army
- Kargil
- Lagaan
- Chak De India
- Mary Kom
- Neeraja Banot
- Saffron
- Green
- White
- Farmers
- Freedom Fighters
- Politicians
- Milkha Singh
- Blue



## REPUBLIC DAY CELEBRATIONS Contd....

The concept was appreciated as students came and attended the parade with the dress codes given and with full enthusiasm and heart full of love and respect towards India and Indian Army. Mr. Akashgouda Patil ( Student, GBS) commanded the Parade. Flag Hoisting was done after the



Parade by Mr. Jitesh Jain (Member of Management, GBS) and Dr. Prashant Yatgiri (Director, GBS) in the presence of all Teaching, Non- Teaching members of GBS and students. On behalf of Management of GBS Mr. Jitesh Jain addressed the gathering on the importance of Republic Day and celebration of same at GBS and Dr. Prashant Yatgiri gave the presidential remarks to the gathering. There were 3 speeches by students of GBS on the facts, importance and purpose of Republic Day. The celebrations concluded with breakfast. Republic Day has been celebrated with increased enthusiasm and courage towards rejoicing in the Glory of India and the Freedom fighters. The event was coordinated by Prof. Tejaswini Patil with the members of cultural committee, GBS, Gururaj, Bharat, Bhamini, Suhana, Swati, Divya, Mutturaj and Totesh.





# MASTERMIND SERIES

The flagship event of Masterminds Panel Discussions was held on 19-Jan-2019. The topic of the session was “Retail Innovation & Challenges”. The masterminds were Mr. Nanjundaswamy Hiremath, Vice President, Ratnakar Bank Limited, Belgaum and Mr. Harish Sambrani, Store Manager, Reliance Trends, Hubli.



The MOC was anchored by Ms. Vaibhavi & Mr. Raj. They introduced the personalities and objectives of this series. Dr. Prashant Yatgiri, initiated the panel discussion. Panel discussion started with the question on Role of Cash back & Discounts and its sustainability. In the consumer-retailer game, wherein every customer is keen to have discounts, the range of discounts need to be defined with respect to situation.

Customer profiling and mapping help the retailers, which is a continuous process. With the use of technology, it's easy to map regular customers, discount attracted customers, brand loyalists and so on onto other profiling categories. Retail banking is part of the game during such activities. Further the discussion was on ROI with respect to sponsorship/marketing investment. VP RBL, explained that, returns are strategically planned with the people and the team and no hesitations to terminate a non performer from the team is a stark reality.

## MASTERMIND SERIES contd....

Mr. Harish added “Acchha Banda to Acchha Dhanda”, good people results to better business is the mantra. Students clarified their queries from the masterminds.



They also highlighted that retailing is only to those people who possess a passion towards customers and dedication towards work, when others are on festival mood or weekend mood. We have competitors from retailing and e-commerce/m-commerce. To overcome such compilation Kiosks are installed to have a feel of Information technology in stores, to facilitate the non available goods against orders. Structured retailing is getting penetrated into rural market rapidly. Mr. Harish Sambrani explained the classifications of customer and the retail outlets and he even explained the rationale behind “why we spend and put offers to the customers?” Mr. Nanjundaswamy and Mr. Harish presented the truth behind price discounts v/s cash back among competitors.

Panel discussions were moderated by Dr. Bhargav & Prof. Harshal. Ms. Vaibhavi proposed vote of thanks





# MARKET TOUCH POINT SERIES

## DATA MINING - THE WAY AHEAD PRESENTED BY PROF. VEERESH NOOLVI

Data are any facts, numbers, or text that can be processed by a computer. Data mining is a relatively new term, the technology is not.

### Definition of 'Data Mining' <sup>2</sup>

In simple words, data mining is defined as a process used to extract usable data from a larger set of any raw data. It implies analyzing data patterns in large batches of data using one or more software. Data mining has applications in multiple fields, like science and research, management defense, advertising etc. This helps businesses be closer to their objective and make better decisions.

### Therefore how does data mining actually work?

IT has been developing separate transaction and analytical systems and data mining provides the link between the two. Data mining software analyzes relationships and patterns in stored transaction data. Generally, any of four types of relationships are sought:

Classes	Clusters	Associations	Sequential patterns
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## MARKET TOUCH POINT SERIES contd....

Different techniques are as below:

Artificial neural networks	Genetic algorithms	Decision trees	Nearest neighbor method	Rule induction	Data visualization.
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### The Future of Data Mining

In the **short-term**, the results of data mining will be in profitable for business related areas. Micro-marketing campaigns will explore new niches. Advertising will target potential customers with new precision. In the **medium term**, data mining may be as common and easy to use as e-mail. We may use these tools to find the best airfare to say, Bengaluru or Delhi, root out a phone number of a long-lost classmate, or find the best prices on apparel or electronic devices. The **long-term** prospects are truly exciting. Imagine intelligent agents turned loose on medical research data or on customer buying behavior eg. Big Billion Sale. Computers may reveal new approaches for companies or new insights into the nature of the sale per say. There are potential dangers, though, as discussed below.

### Privacy Concerns

What if every telephone call you make, every credit card purchase you make, every flight you take, every visit to the doctor you make, every warranty card you send in, every employment application you fill out, every school record you have, your credit record, every web page you visit ... was all collected together? A lot would be known about you! This is an all-too-real possibility. Much of this kind of information is already stored in a database. Remember that phone interview you gave to a marketing company last week?



## MARKET TOUCH POINT SERIES Contd....

Your replies went into a database. Remember that loan application you filled out? In a database. Is this or is it too much information about too many people for anybody to make sense of? Not with data mining tools running on massively parallel processing computers! Would you feel comfortable about someone having access to all this data about you? And remember, all this data does not have to reside in one physical location; as the net grows, information of this type becomes more available to more people.

### Conclusion

In conclusion the benefits and concerns of Data mining in all reality balance and outweigh each other. Organizations increasingly use algorithms and Data Mining Techniques to further their growth and to ensure their competitive edge in the ever changing paradigm of business and in the increasingly competitive market space. Although Data Mining will provide benefits from its usage, the concerns can be really effective and the issue of data security breach and privacy breach may acquire a menacing nature, with far reaching implications for business and people across the globe and maybe in future, elsewhere as well.





# BIRTHDAY CELEBRATIONS

A well celebrated birthday is an excellent gift in itself. It's the joy & smile that it brings that counts. GBS believes in celebrating the birthdays of its extended family. Birthdays are a good avenue to bring in a culture of camaraderie and belongingness.

The birthday celebrations of the following staff of GBS were carried out with much enthusiasm and of course with cakes and savories.

Dr. Prashant Yatgiri

Dr. Bhargav Revankar

Prof. Nitinchandra More

Mr. Yogeshkumar Jigalur

Mr. Basavaraj Barki

Mrs. Shweta Doddamani and Ms. Gloria S coordinated the event.



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**Best Regards,  
Team FOCUS,  
GLOBAL BUSINESS SCHOOL  
HUBLI.**

***Disclaimer: Content has been edited with the sole intention of matching the objectives , outline and purpose of the newsletter.***

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